

you can  
**Canon**

**PowerShot A80**

*Uncover its potential  
and discover yours.*



you can  
**Canon**



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OFFICIAL PARTNER

## *Discover digital photography.*

Want to develop your digital photography skills?

The PowerShot A80 is a camera you can grow with.

If it is your first digital camera, it is easy-to-handle with a simple design to help you learn. If you already have some digital experience, it has an impressive array of advanced features and accessories which allow you to grow to more advanced levels.

### CHOOSE TO BE CREATIVE

The PowerShot A80 allows you to develop

confidence in your creative skills. With features such as a vari-angle LCD and 12 shooting modes plus 2 custom settings, you have more control over your shots.

*The vari-angle LCD is great for shooting at unusual angles or those that require tricky positioning.*



### RESULTS YOU CAN SEE

Every photographer will find that the PowerShot A80 delivers brilliant results which you can see immediately. However, if you are not satisfied with your shot, simply delete the picture, change the camera's settings and re-shoot straight away. It's that easy.

## An advanced vision.

What makes the PowerShot A80 such an excellent camera? Its compact design is powered by sixty years of optical heritage and advanced Canon Visionary Technologies. These areas of expertise work together to produce superb photographic results.



### LENS TECHNOLOGY

Unique experience in optical engineering and countless patents on zoom lenses have made Canon a leader in this field. All this expertise can be seen through the lens of the PowerShot A80.

### 4.0 MEGAPIXEL SENSOR

With its 4.0 Megapixel CCD, the PowerShot A80 can easily capture the smallest details and reproduce them. So whether you're printing postcards or A3 size, you'll see the final stills as clearly as when you first took them.

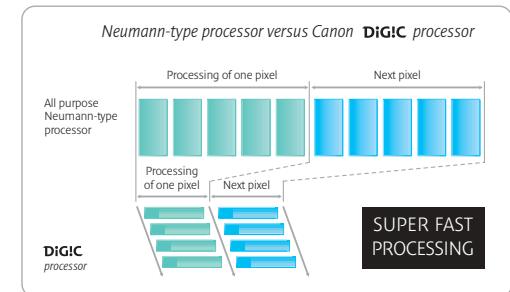


4.0 Megapixels are ideal for reproducing superb detail in your images, even up to A3 size.



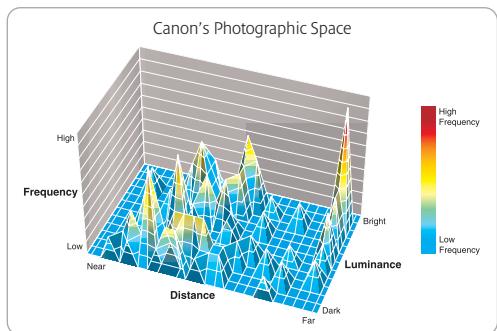
### HIGH-PERFORMANCE PROCESSOR

At the heart of the PowerShot A80 is Canon's exclusive DIGIC image processor which works at super high speeds. DIGIC improves the camera's overall performance and links together several key elements such as signal processing, memory card control and Auto Focus. This results in superb image quality, faster and more accurate Auto Focus performance, 2.4 frames per second continuous shooting speed and more responsive camera controls. The efficient design of the DIGIC processor also allows for an extended battery life so you can shoot for longer on a single battery charge.



A standard Neumann-type processor converts pixel information one step after another, whereas Canon's unique DIGIC processor converts pixel information several steps at a time.

## An intelligent mind.



### PHOTOGRAPHIC SPACE ANALYSIS

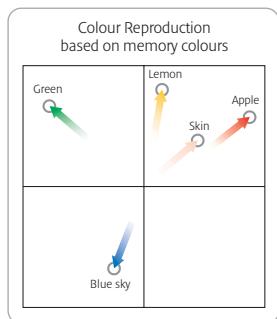
To improve the PowerShot A80's ability to interpret shooting situations and optimise its settings, Canon has developed Intelligent Scene Analysis based on Photographic Space (iSAPS). This is a vast in-camera database of different images and settings which the camera evaluates to statistically build a relationship between factors such as focus distance and scene brightness.

*The PowerShot A80's striking design and its ergonomic grip mean it's easy to handle.*



### COLOUR RENDERING

A good photograph needs to capture the emotion of a scene not just an accurate image. Canon's Colour Image Rendering Technology takes shots that match the scene as you remember it: skin tones remain natural, greens become vibrant, reds become bold and blue skies become clear.



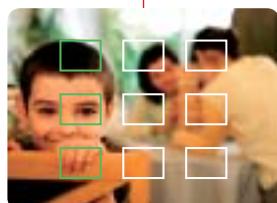
### 3X OPTICAL ZOOM LENS

The focal length of the 3x optical zoom lens in the PowerShot A80 is ideal for shooting everything from landscapes to close-up portraits. The optical lens incorporates 2 aspherical elements which reduce image aberrations to deliver sharp high-resolution images.

*With a 3x optical lens, the PowerShot A80 lets you zoom in on your subject for a more detailed shot.*

### 9-POINT AiAF

Using the camera's Artificial Intelligent Auto Focus (AiAF) system, the PowerShot A80 automatically detects your subject from nine fixed focusing areas across your shooting scene. This means your subject will be sharp and in focus, even if it is off-centre.





## Control your creativity.



### AUTO

The camera selects all the settings for you based on the shooting conditions so you only need to point and shoot.



### PORTRAIT

By choosing a larger aperture, the camera ensures the subject is in perfect focus and any distracting background is blurred.



### LANDSCAPE

To ensure both foreground and background are clearly in focus, the camera selects a smaller aperture for increased depth-of-field.

### NIGHT SCENE

Flash and available light are balanced by using a slow shutter speed to capture all the backdrop details, while the subject is exposed using a fill-in flash.

### FAST SHUTTER

By using a fast shutter speed the camera lets you freeze fast-moving subjects.

### SLOW SHUTTER

Lets you shoot moving objects to create a dramatic blur effect and the appearance of motion.

### STITCH ASSIST

This lets you shoot a sequence of up to 26 images and merge them, when using the supplied PhotoStitch software, into a larger image to create long panoramas.



### M MANUAL

When you want complete control, this allows you to set the aperture and shutter speed and select the appropriate focus.



### Tv SHUTTER SPEED PRIORITY

You choose the shutter speed, while the camera chooses the most appropriate aperture for the available light.

### P PROGRAM

The camera automatically sets both the shutter speed and the aperture. You control all the other parameters such as white balance and flash.

### C CUSTOM

The PowerShot A80 has 2 custom modes so you can select your own combination of settings and save them.



### MOVIE

Shoot up to 3 minutes of footage with sound at 15 frames per second, then play it back and edit immediately using the camera.





## 1 Connect

your camera directly to the printer.



## 2 Select

the image you want – crop or trim for maximum effect.



## 3 Print

superb pictures in a variety of sizes in seconds.

### PRINT WITHOUT A PC

Getting photo prints from the PowerShot A80 is quick and easy. Not only is the PowerShot A80 PictBridge compliant, which means you can print directly to any PictBridge compatible printer, but it also supports all Canon Card Photo Printers and Bubble Jet Direct Printers. Each one gives excellent quality images straight away, without the need for a PC. For great convenience and quality, try the Canon Card Photo Printer CP-200.



*Printing your images is easier than ever with the Canon Card Photo Printer CP-200.*



### Share your images.

Great photographs deserve to be shown and the possibilities for sharing are endless. Photoprinting is fast and easy, and with the supplied Canon software for PC and Macintosh, you can download, save, edit and email your favourite shots.



### IMAGE MANAGEMENT

Canon's ZoomBrowser EX (for Windows) and ImageBrowser (for Macintosh) allow you to transfer, browse, organise and email your images with ease. Create personal albums from a variety of layout templates, or your own layouts for viewing and printing with the PhotoRecord software (for Windows only).

### CANON iIMAGE GATEWAY

The CANON iIMAGE GATEWAY\* gives you 100MB of free Internet space for storing your images, creating albums and sharing photographs with friends and family via email.

\* Not available in all regions.

CANON  
**iMAGE**  
GATEWAY

## Keep growing.

The PowerShot A80 has a huge range of accessories so you can take your digital knowledge and photographic creativity even further.

### Supplied with Camera

A/V Cable  
- TV connection

USB Interface Cable  
- Computer connection



Type AA Alkaline Batteries

32MB CompactFlash Card.  
Stores up to 27 images  
(Large/Fine mode)

Software  
- Canon's Solution Disk  
- ArcSoft Photo and Video Editing

Wrist Strap



### Optional Accessories



WP-DC900 Waterproof Case



SC-PS600 Soft Case



CBK-100 Size AA Battery/  
Charger Kit (includes a  
battery charger and 4 size  
AA rechargeable batteries)

### Optional Lens Accessories



TC-DC52A  
Tele Converter



Get closer using the 1.75x magnification of the  
**TC-DC52A Tele Converter**.



WC-DC52  
Wide Converter



Create super wide-angle images with the 0.7x  
magnification of the **WC-DC52 Wide Converter**.



250D (52mm)  
Close-up Lens



The **250D (52mm) Close-up Lens** allows you to get  
right up to your subject so you can fully capture its beauty.



LA-DC52D  
Conversion Lens  
Adaptor



Canon Photo Printers  
- Card Photo Printers (CP-200, CP-300)  
- Bubble Jet Direct Printers  
- Bubble Jet Printers



## POWERSHOT A80 SPECIFICATIONS

<b>IMAGE SENSOR</b>	1/1.8" CCD Effective Pixels Approx.4.0M Colour Filter Type Primary Colour	<b>RECORDING PIXELS/COMPRESSION (CONT.)</b>	Movies (M)320 x 240, (S)160 x 120 Movie Length Up to 3mins, depending upon memory card type and capacity
<b>IMAGE PROCESSOR</b>	DIGIC with iSAPS technology	<b>FILE FORMAT</b>	Still Images JPEG (Exif 2.2 [Exif Print] compliant)/Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant Movies AVI [Motion JPEG + WAVE (monaural)] Sound Files WAVE (monaural)
<b>LENS</b>	Focal Length 7.8 - 23.4mm (35mm film equivalent: 38 - 114mm) Zoom Optical 3x, digital approx. 3.6x, combined approx. 11x Maximum f/number f/2.8 - f/4.9 Construction 6 elements in 5 groups (2 aspherical elements)	<b>DIRECT PRINT</b>	Canon Printers PictBridge Canon Card Photo Printers and Bubble Jet Printers with the direct print function Supported
<b>FOCUSING</b>	AF System 9-point AiAF, 1-point AF (centre) AF Lock YES AF Assist Beam YES Manual Focus YES Closest Focusing Distance 5cm	<b>OTHER FEATURES</b>	My Camera Start-up image and camera sounds customisation Sound Memo Up to 60 sec. Intelligent Orientation Sensor YES Histogram YES Playback zoom 2x - 10x Self Timer 2 or 10 sec. Camera Menus English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Japanese
<b>EXPOSURE CONTROL</b>	Metering Evaluative, Centre-weighted average, Spot (centre) Exposure Compensation +/- 2 EV in 1/3 stop increments ISO Speed Equivalent AUTO, 50, 100, 200, 400	<b>INTERFACE</b>	Computer USB (PTP) Other A/V output (PAL/NTSC)
<b>SHUTTER</b>	Speed 15 - 1/2,000 sec. (Slow Shutter of 1.3 sec. or slower, available in Manual and Shutter-priority AE modes only. Shutter speeds of 1.3 sec. or slower operate with noise reduction).	<b>MEMORY CARD</b>	CompactFlash Type I (32MB included)
<b>WHITE BALANCE</b>	Settings Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H or Custom	<b>SUPPORTED OPERATING SYSTEM</b>	Windows 98(including SE)/Me/2000/XP OS 9.0 - 9.2, OS X v10.1/v10.2
<b>VIEWFINDER/MONITOR</b>	Viewfinder Real-image zoom LCD Monitor Vari-angle 1.5" TFT	<b>SOFTWARE</b>	Browsing & Printing ZoomBrowser EX (PhotoRecord)/ImageBrowser PhotoStitch Other TWAIN (Windows 98/2000), WIA (Windows Me) Drivers ArcSoft PhotoImpression, ArcSoft VideoImpression Image Manipulation
<b>FLASH</b>	Modes Auto, On/Off Slow Sync Speed YES Red-eye Reduction YES Manual Power Adjustment 3 levels with internal flash Built-in Flash Range 4.5cm - 4.4m (W)/2.5m (T) (at ISO AUTO equivalent)	<b>POWER SOURCE</b>	Batteries 4x Size-AA Alkaline or NiMH Batteries (Alkalines supplied) A/C Power Supply YES, optional
<b>SHOOTING</b>	Modes Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Custom (2), Portrait, Landscape, Night Scene, Fast Shutter, Slow Shutter, Stitch Assist and Movie  Photo Effects Vivid, Neutral, Low Sharpening, Sepia, Black & White Continuous Shooting High Speed at approx. 2.4 fps* (speed maintained for up to 5 images) Normal at approx. 1.6 fps* (speed maintained for up to 8 images)	<b>ACCESSORIES</b>	Case Soft Case SC-PS600 Waterproof Case (40m) WP-DC900 Lenses 1.75x Tele-converter TC-DC52A, 0.7x Wide Converter WC-DC52, Close-up Lens 250D (52mm), Conversion Lens Adaptor LA-DC52D Power Supply & Battery Chargers Battery Charger Kit CBK100, AC Power Adaptor ACK600
<b>RECORDING PIXELS/COMPRESSION</b>	Still Images (L)2272 x 1704, (M1)1600 x 1200, (M2)1024 x 768, (S)640 x 480 Compression SuperFine, Fine, Normal	<b>PHYSICAL SPECIFICATIONS</b>	Operating Environment 0 - 40 °C, 10 - 90% humidity Dimensions (W x H x D) 103.1 x 64.6 x 34.7mm Weight (body only) Approx. 250g

\*Large/Fine with LCD monitor off

Some images are simulated for clarity of reproduction.

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**4.0 MEGA PIXELS**

**11X ZOOM**  
Optical & Digital Combined

**DIGIC**

**Movie**

**9-point  
AiAF**

**PictBridge**

**DIRECT  
PRINT**

**BUBBLE JET  
DIRECT**

**CANON  
IMAGE  
GATEWAY**

**Exif Print**

**DPOF**

